



Intel® Pentium® 4 Processor

Guide for Consumer Sales



Intel Pentium 4 Processor 2.53 GHz
Highest performing Intel desktop processor

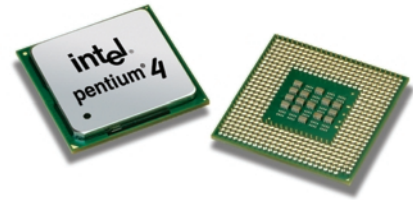
More Headroom
Delivers longer useful life

Introducing

the latest Pentium 4 Processor Platforms

New Pentium 4 Processors

- Now at a speed of 2.53 GHz – Highest performing Intel desktop processor
- New 0.13-micron manufacturing process – Increased frequency, lower power requirements
- 512 KB L2 cache – Improved performance for wide range of applications
- New 533 MHz system bus – Fast system interaction for platform performance



New Intel Chipsets

Intel® 850E chipset

- Maximum performance for the Pentium® 4 processor family
- Support for the new 533 MHz system bus, which takes advantage of the latest Intel® Pentium® 4 processors

Intel® 845E chipset

- Performance at a great price
- Integrated USB 2.0[†] delivers fast (up to 40 times faster than previous USB 1.1 technology) and simple connections to leading PC peripherals
- Support for the new 533 MHz system bus, which takes advantage of the latest Intel® Pentium® 4 processors

Intel® 845G chipset

- Increased benefits and flexibility for mainstream consumers
- Integrated USB 2.0[†] delivers fast (up to 40 times faster than previous USB 1.1 technology) and simple connections to leading PC peripherals
- Support for the new 533 MHz system bus, which takes advantage of the latest Intel® Pentium® 4 processors
- New Intel® Extreme Graphics with 48 MB of dynamic memory graphics performance

[†]For more information on USB 2.0, visit the following website: <http://www.usb.org/developers/usb20/backgroundunder.html>.

Why buy headroom?

Performance Comparisons: 1999 vs 2002

In a 1999 comparison of the Pentium® II processor 450 MHz and the Pentium® III processor 500 MHz, the press downplayed the advantages of the more powerful Pentium III processor...

"With the 500 MHz PIII chip, the only substantial advantage over the PII-450 is that extra 50 MHz."

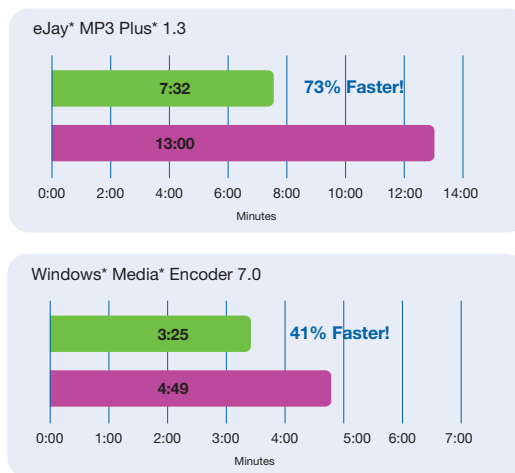
www.ars-technica.com/cpu/1q99/slot-one-8.html

"Only 5-10% performance difference."

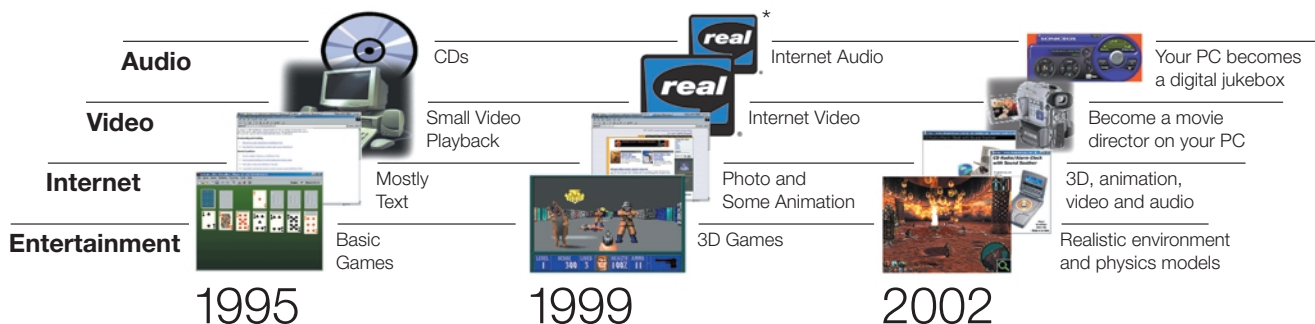
www.sharkyextreme.com/hardware/intel_p3_500/e.shtml#1

In a comparison of the Pentium II processor 450 MHz and the Pentium III processor 500 MHz on two current applications, the Pentium III processor and its additional 50 MHz showed significant performance gains over the Pentium II processor.

- Pentium® III Processor 500 MHz
- Pentium® II Processor 450 MHz



Usage Models Evolve Over Time



Buying the fastest processor you can afford, such as the Pentium 4 processor 2.53 GHz, delivers performance for today and the headroom to run the next generation of applications, software and Internet innovations.

- Faster Pentium 4 processors deliver a better experience for today's uses.
- Technology advances, software upgrades and Internet innovations will continue to require higher processor speeds; more MHz extends the useful life of your PC.
- The Pentium 4 processor 2.53 GHz delivers the longest useful life to take advantage of future uses.

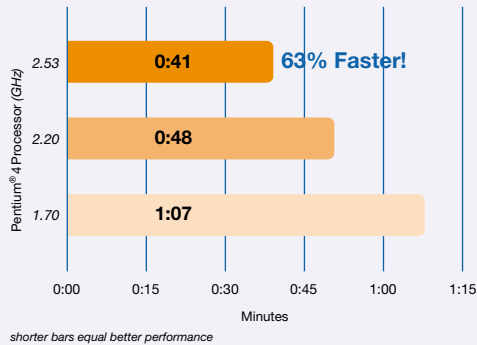
Performance

where users need it most

Digital Audio Performance

MAGIX* MP3 Maker*

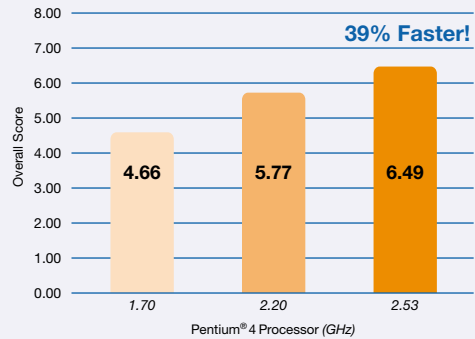
This represents the conversion of .wav files to .mp3 files.



Convert .wav files to MP3s in less time.

Communications Performance

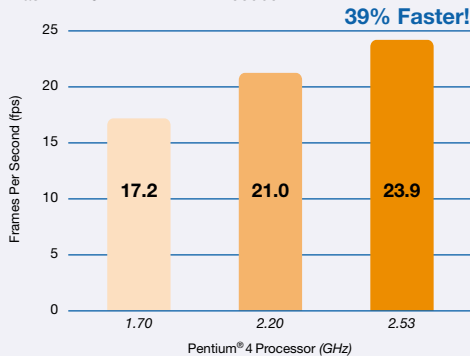
WebMark* 2001 Overall



Delivers Internet performance today. Ready for tomorrow's Internet innovations.

Digital Video Performance

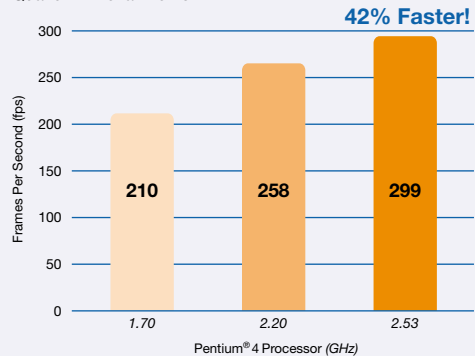
FlasKMPEG* with DivX* 4.11 codec



Quickly create, edit and share professional quality video.

Entertainment Performance

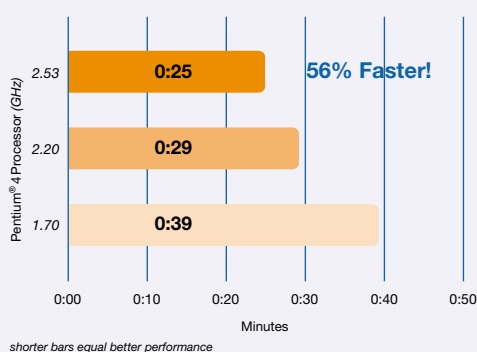
Quake III: Arena* Demo 2



Great 3D performance for online gaming.

Imaging Performance

Photoshop* v6.01



Quickly create, edit and share professional quality Images.

Source: Intel; Configuration: Pentium® 4 processor at 1.70 GHz, 2.20 GHz- Intel® Desktop Board D850MD, 256 MB PC800 RDRAM - 45; Pentium® 4 processor at 2.53 GHz - Intel® Desktop Board D850MV2, 256 MB PC800 RDRAM - 45; All Platforms - Leadtek® WinFast GeForce® 3/ nVidia® GeForce 3 4x AGP Graphics, nVidia Detonator® v21.81 Graphics Driver; Intel® Application Accelerator Driver v1.1, Intel® Chipset Software Installation Utility v3.20.1008, Intel C & Fortran compilers 5.01 for SPEC; IBM® 30GB ATA-100 DTLA-307030 Hard Drive, DirectX® 8.1, Windows® XP, 100 Mbps Intel Pro/100+ Management PCI LAN Card. Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.

- Pentium 4 Processor 2.53 GHz/533MHz FSB
- Pentium 4 Processor 2.20 GHz/400 MHz FSB
- Pentium 4 Processor 1.70 GHz/400 MHz FSB

Pentium® 4 Processor Experiences

Extensive Software Applications Optimized for the Intel Pentium 4 Processor

Pentium 4 Processor Benefits

Audio

- Quickly convert your audio files to MP3
- Quickly create and edit your own music



eJay® MP3
by eJay

Communications

- Power to communicate quickly and easily with friends and family
- Higher quality 3D visualization for richer Internet browsing and shopping

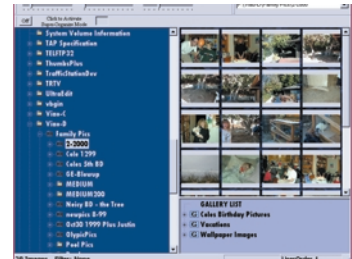


Image Organizer®
by Intermedia Organizer, Inc.

Digital Video & Imaging

- Create your own feature film in less time
- Edit your digital photos in less time



VideoWave® 5
by Roxio, Inc.

Entertainment

- Experience amazing 3D graphics and sound
- Power for today's leading edge and tomorrow's next generation games



Sacrifice®
by Interplay Entertainment Corp.

Partial List of Software Applications

Audio

- ACID®**
by Sonic Foundry Inc.
- Cakewalk Plasma®**
by Cakewalk
- Cakewalk Pyro®**
by Cakewalk
- eJay® MP3**
by eJay
- MAGIX MP3 Maker Gold®**
by MAGIX Entertainment Corp.
- MAGIX Music Maker® G7**
by MAGIX Entertainment Corp.
- Sonar® XL**
by Cakewalk

Communication

- BeHere®**
by BeHere Corp.
- Image Organizer®**
by Intermedia Organizer, Inc.
- IVISTA®**
by INETCAM
- Stream Author®**
by CyberLink Corp.

Imaging

- Adobe® PhotoShop Elements®**
by Adobe Systems, Inc.
- Panorama Factory®**
by SpinPic
- Photosuite® 4**
by Roxio, Inc.

Digital Video

- 3D Film®**
by RadTime, Inc.
- MAGIX Video Deluxe®**
by MAGIX Entertainment Corp.
- Muvvee AutoProducer®**
by Muvvee Technologies
- VideoWave® 5**
by Roxio, Inc.

Entertainment

- Aquanox®**
by Ravensburger Interactive Media
- Beam Breakers®**
by Similis Software
- Black & White®**
by Lionhead Studios Ltd.
- Empire Earth®**
by Sierra Entertainment, Inc.
- Sacrifice®**
by Interplay Entertainment Corp.

Intel® Pentium® 4 Processor

Advantage Summary

Pentium® 4 Processor Sales Messages

- **Performance** for an awesome *digital media* experience
 - Audio: Power to quickly encode digital music files
 - Digital Video and Imaging: Performance to create, edit and share movies and photos quickly and easily
 - Communications: Power to communicate quickly and easily with friends and family
 - Entertainment: Faster frame rates and smooth animation for lifelike 3D games
- **Headroom** for the next generation of software applications, technology and Internet innovations

Summary

- New Pentium 4 processors built on 0.13-micron process deliver improved performance.
- Pentium 4 processors with 512 KB L2 Cache and 533 MHz front side bus deliver improved performance for a wide variety of applications.
- Pentium 4 processors deliver awesome performance for today's digital media.
- Pentium 4 processors deliver the headroom to achieve the best experience with future technology and innovations.
- Buying more MHz = Longer useful life.

*Other names and brands may be claimed as the property of others.



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